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## ABSTRACT OF THE DISCLOSURE

The tire reinforcing member of the present invention comprises (a) at least one composite layer comprising a rubber composition and steel cords, and, optionally, (b) at least one rubber composition layer comprising a rubber composition, which adjoins to the composite layer. A basic inorganic filler is compounded into at least one rubber composition layer which constitutes the tire reinforcing member. The tire reinforcing member greatly enhances the endurance of a pneumatic tire by dramatically improving the resistance to loss of steel cord-to-coating rubber adhesion without affecting the initial adhesion.